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McDermott, W 600, 13th Street, Washington, DC	/ill & Emery , N.W.	FEB	18 2009	I her State addr trans	reby certify that this Fee(e of Mailing or Trans (s) Transmittal is being flicient postage for fire ISSUE FEE address (1) 273-2885, on the d	mission g deposited with the United st class mail in an envelope above, or being facsimile ate indicated below.
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		No. No.	A CONTRACTOR OF THE PARTY OF TH				(Signature)
		~		L			(Date)
APPLICATION NO.	FILING DATE		FIRST NAMED INVE	NTOR	ATTO	DRNEY DOCKET NO.	CONFIRMATION NO.
10/602,919	06/25/2003	<u> </u>	Yasutaka Tsur	น		62758-041	6010
TITLE OF INVENTION					NERATING VIDEO DA NA ADVERTISEME		F
APPLN. TYPE	SMALL ENTITY	ISSUE FEE DUE	PUBLICATION FEE	DUE	PREV. PAID ISSUE FEE	TOTAL FEE(S) DUE	DATE DUE
nonprovisional	NO	\$1510	\$300		\$0	\$1810	03/16/2009
EXAM	INER	ART UNIT	CLASS-SUBCLA	SS	027 (37-8609) 01 FC: 1501	AOHAHHI 00000079	500417 10602919
JONES, HEA	ATHER RAE	2621	386-095000		98 FC:1594	1510.00 DA 300.00 DA	
Change of correspondence address or indication of "Fee Address" (37 CFR 1.363). Change of correspondence address (or Change of Correspondence Address form PTO/SB/122) attached. "Fee Address" indication (or "Fee Address" Indication form PTO/SB/47; Rev 03-02 or more recent) attached. Use of a Customer Number is required.			or agents OR, all (2) the name of registered attorn 2 registered pate	2. For printing on the patent front page, list (1) the names of up to 3 registered patent attorneys or agents OR, alternatively, (2) the name of a single firm (having as a member a registered patent attorneys or agent) and the names of up to 2 registered patent attorneys or agents. If no name is listed, no name will be printed.			
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PLEASE NOTE: Un recordation as set for (A) NAME OF ASSI HITACHI,	th in 37 CFR 3.11. Comp GNEE	ified below, no assig pletion of this form is	NOT a substitute for fili (B) RESIDENCE:	ng an a	atent. If an assignee is it assignment. and STATE OR COUNTAPAN		ocument has been filed for
Please check the appropr	riate assignee category or	categories (will not b	pe printed on the patent)	: 	Individual Corporat	ion or other private gro	oup entity Government
4a. The following fee(s) **Silssue Fee **Display Publication Fee (N) **Advance Order -	No small entity discount p	permitted) r (4)	A check is encl	osed. dit car	se first reapply any preduced in the second of the second	ached.	shown above) ficiency, or credit any nextra copy of this form).
5. Change in Entity Sta	•				_	/	
	as SMALL ENTITY state				ger claiming SMALL EN		
interest as shown by the	records of the United Sta	ites Patent and Trader	nark Office.				ne assignee or other party in
Authorized Signature		Jeor	<u> </u>		Date	February 18	3, 2009
Typed or printed nam	Keith E.	George /			Registration No.	34,111	

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(Date)	•	

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
10/602,919	06/25/2003	Yasutaka Tsuru	62758-041	6010
		BACK SYSTEM AND METHOD FOR GENERATING VIDE		F
:	PROVIDING INFORM	MATION FOR SUBSTITUTING AN ADVERTIS	SEMENT THEREBY	

APPLN. TYPE	SMALL ENTITY	ISSUE FEE DUE	PUBLICATION FEE DUE	PREV. PAID ISSUE FEE	TOTAL FEE(S) DUE	DATE DUE	
nonprovisional	NO	\$1510	\$300	\$0	\$1810	03/16/2009	
EXAMINER		ART UNIT	CLASS-SUBCLASS		·		
JONES, HE	ATHER RAE	2621	386-095000	•			
Change of correspondence address or indication of "Fee Address" (37 CFR 1.363). Change of correspondence address (or Change of Correspondence Address form PTO/SB/122) attached. □ "Fee Address" indication (or "Fee Address" Indication form PTO/SB/47; Rev 03-02 or more recent) attached. Use of a Customer Number is required.			or agents OR, alternative (2) the name of a single registered attorney or a	3 registered patent attorn yely, e firm (having as a membi- igent) and the names of up meys or agents. If no nam	EMERY er a 2	McDERMOTT WILL & EMERY LLP 2	
3. ASSIGNEE NAME A	ND RESIDENCE DATA	A TO BE PRINTED ON	THE PATENT (print or type	oe)			
PLEASE NOTE: Un recordation as set for	less an assignee is ident th in 37 CFR 3.11. Com	ified below, no assignee pletion of this form is NO	data will appear on the pa T a substitute for filing an	atent. If an assignee is id assignment.	lentified below, the docu	iment has been filed for	
(A) NAME OF ASSIGNEE			(B) RESIDENCE: (CITY and STATE OR COUNTRY)				

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